



**Missouri Travel Barometer
December 2015 Report
(Data available as of 1/11/16)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

December Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through November

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in Occupancy while other states are showing stronger growth in Demand, ADR and RevPAR.

Missouri Lodging:

Demand up 3.3% -- Occupancy up 2.7% -- ADR up 3.9% -- RevPAR up 6.7%

SIC Tourism business sales and tax collections: 2015 Calendar Year to Date through October

- For FY15, a 6.5% (\$753.9 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- For CYTD15, a 6.2% (\$618.9 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-Oct
- Oct 2015 saw a 2.3% (\$24.3 million) sales revenue increase compared to Oct 2014

Website Visits: 2015 Calendar Year to Date through December

- Total web visits (main site and mobile visits) were up 15.46% for Dec CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 11.45% for Dec 2015 compared to Dec 2014
- Blog web visits were up 430.82% for Dec CYTD compared to the same period in 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through December

- 172,915 responses for 2015 YTD – an increase of 35.7%
- Expansion Markets are showing the largest percentage of growth—135.4% YTD

Welcome Center visits: 2015 Calendar Year to date through December

- For CY 2015 the centers are down 11% for December CYTD compared to the same period in 2014
- For the month of December only compared to last December, there was a 14.6% increase

Commercial airport deplanements: 2015 Calendar Year to Date

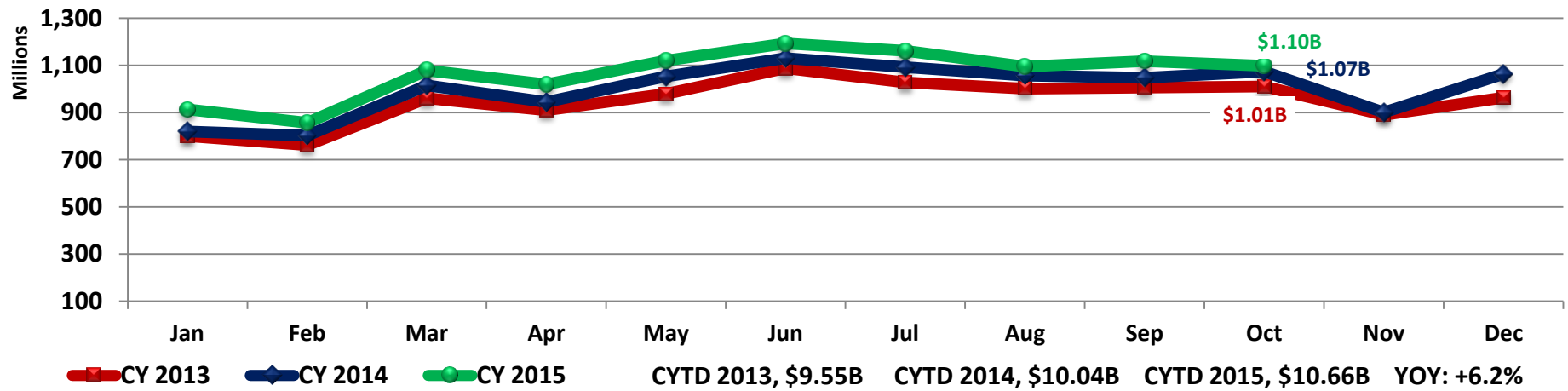
- Springfield up 8.1% for Jan – Dec 2015
- St. Louis up 2.5% for Jan – Nov 2015
- All airports up 2.8% for Jan – Sep 2015

nSight-Searches and Bookings on third-party travel websites

- Conversion for travel (Booking) to Missouri across third-party sites was up 5.03% for Dec YOY
- Top booking cities for Dec YOY were KC, Chicago, St. Louis, Dallas, Denver, Houston, Springfield MO, Austin
- Top searching international cities for next 60 days: Bangkok, Toronto, Buenos Aires, Vancouver, Montreal
- Volume for third-party travel site searches for Jan – Feb shows 11.1 million searches for Missouri

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

Sales Revenue from 17 Tourism SICs



Total Web Visits

